ISSN 0703-8763

Edmonton Area Series Report No. 41

EDMONTON AREA STUDY
SAMPLING REPORT
1985

By

Clifford Kinzel

Population Research Laboratory
Department of Sociology
The University of Alberta
Edmonton, Alberta
T6G 2H4

The 1985 Edmonton Area Study (EAS) was administered and supported by the Population Research Laboratory and the Department of Sociology at The University of Alberta.

Study Director and Principal Investigator - L.W. Kennedy

June 1985

ACKNOWLEDGEMENT

The Population Research Laboratory and the Department of Sociology at the University of Alberta are very much indebted to the dedicated group of professional interviewers and coders who took part in the Study. Their continued annual support is an integral part of the success of the Edmonton Area Studies.

INTRODUCTION

This paper describes the sampling design and data collection method of the 1985 Edmonton Area Study (EAS). A brief demographic profile of the sample and data collection statistics are also presented.

This is the first Edmonton Area Series report on the 1985 project. Subsequent papers on findings will be announced in the Population Research Laboratory's "In Summary" newsletter.

The Department of Sociology, University of Alberta, conducted the 1985 Study through its research facility, the Population Research Laboratory (PRL).

THE TOPIC

For the ninth annual Edmonton Area Study "Public Attitudes to Education" was chosen as the special topic. Questions under this topic related to the respondent's attitudes, assessment and experience with the educational system.

As in the past, faculty members and outside agencies submitted a variety of questions which may or may not have been related to the special topic (See Appendix). In addition, the questionnaire contained a few replicated questions from previous EAS studies.

SAMPLING DESIGN

Population

The 1985 Edmonton Area Study population universe was designated as all persons 18 years of age and older who at the time of the survey were living in a dwelling unit that was enumerated during The City of Edmonton Civic Census in the spring of 1983.

Sampling

As in the previous six studies the 1985 Edmonton Area Study used as its sampling frame a computerized list of addresses compiled by the City of Edmonton from their most recent enumeration (1983). From the computer tape a simple random sample of 545 addresses for personal interviewing was selected. Nursing homes, military and temporary residences were deleted from the sample. Within the household one eligible person was selected as the respondent for the one hour interview.

Interviewers were instructed to obtain an equal number of male and female respondents within their allotment of interviews. As adult males are generally more difficult to contact, the following selection procedure guidelines were set for the interviewers to assist them in obtaining their quotas.

a. The dwelling unit must be the person's usual place of residence and he/she must be 18 years of age or older.

b. If an adult male answers the door and is willing to be interviewed, he is the respondent.

c. If an adult female answers the door and there is an adult male present who is willing to be interviewed, interview the male. If the male is not willing to be interviewed, and the female is willing, interview the female.

d. If an adult female answers the door and there is no adult male present, choose her as the respondent.

The final sex breakdown of the sample, using the above procedures, was 47.5% male and 52.5% female.

In households where a completed interview was obtained less than 10% of the first eligible persons refused. Thirty-eight percent of these persons were female and 62% male. Their median age was estimated to be 39 years.

DATA COLLECTION

A total of 33 interviewers were hired from the PRL interviewing pool and trained to conduct the interviewing which began in the second week of February (1985). In the week prior to interviewing an introductory letter was sent to each selected address. It briefly described the nature of the study and advised the householder of his selection indicating that he should expect a visit from an interviewer in the near future.

If the interviewers were unsuccessful in establishing contact on their first visit, they were to make four call back attempts before declaring an address as "no contact." Four percent of the completed interviews required more than four call backs.

Data collection took six weeks with 57% (1984: 62%) of the interviewing being completed during the first two weeks. The average interviewer completed 16 interviews. Forty-seven addresses were found to be ineligible, vacant or demolished buildings. Only these addresses were replaced by another random selection. They were defects in the sampling frame rather than non-response addresses. No other replacements were made.

The final status of the questionnaires compared to the two previous EAS studies were as follows:

TABLE 1

Final Questionnaire Status for
1983, 1984 and 1985 samples.

	1983	1984	1985
Refused	17.7%	15.4%	16.2%
No contact	4.6	3.2	4.8
Language problem	0.9	0.7	1.7
Total non-response	23.2%	19.3%	22.7%
Completed interviews	76.8	80.7	77.3
	100.0%	100.0%	100.0%

The following shows additional EAS data collection statistics for this year and the two previous years:

TABLE 2

Data Collection Summary For The
1983, 1984 and 1985 samples.

	1983	1984	1985
Interviews conducted on 1st visit	33%	27%	26%
Interviews started before 6 pm weekdays	31%	37%	33%
Interviews completed Monday to Friday	73%	76%	72%
Interviews obtained without appointment	na	55%	57%
Median interviewing time in minutes	65%	65%	62%
Response rate	77%	81%	77%
Sample size	420	452	421

Tuesday had the highest number of completions while Sunday and Friday had the fewest completions.

The completed interviews were selectively and randomly verified through a series of checks which included re-contacting respondents by telephone. No significant discrepancies or irregularities were found.

THE DATA

The raw data file exists in card image format and is stored on magnetic tape. The data were tabulated and cleaned in accordance with generally accepted survey research practices using SPSSx and programs developed by the PRL.

The rectangular data set contains 375 variables for each case. There are a total of 421 cases with 9 decks (cards) per

case. A SPSSx (Statistical Package For The Social Sciences) systems file with labels has been created to analyze the data.

The data became available for analysis 30th June, 1985, but access has been restricted for six months to agencies and persons involved in the planning, questionnaire design and execution of the survey. After December 31st, the data will be deposited with the University of Alberta Data Library for public access. The questionnaire and codebook documentation will be available in machine readable form from the Population Research Laboratory.

DEMOGRAPHIC PROFILE

The median age of the respondents was 34 years. Twenty-five percent of the respondents were single while 59% were married or living in a common-law relationship. The remaining 16% percent were either divorced, separated or widowed.

With respect to religious preference, 50% were Protestant; 30% were Roman Catholic, Ukrainian Catholic, or Greek Orthodox; 4% were Other; while 16% claimed no religious preference.

Ninety-three percent of the respondents were able and willing to provide their gross household income. The median household income was in the $26,000-27,999 range, while the median individual income was in the $16,000-17,999 range.

Fifty-five percent of the sample lived in a single detached family home, 28% in multiple family apartments, 9% in row housing, 6% in semi-detached and duplex housing, and 2% in other types.

The sample distribution for size of household as compared to the 1983 and 1984 Studies is shown in Table 3. Table 4 shows the age distributions for EAS 1983, 1984 and 1985, and the City of Edmonton Census of 1983. The congruence between the samples and census distribution in the tables indicates that the 1985 sample adequately represents the Edmonton population.

TABLE 3

Household Size Distributions for the
1983, 1984 and 1985 samples.

Household Size	EAS 1983	EAS 1984	EAS 1985
	%	%	%
1 person	19.8	21.5	18.8
2 persons	32.6	32.3	31.8
3 persons	16.4	21.5	17.6
4 persons	17.9	15.5	19.5
5 persons	9.8	6.0	8.3
6 persons	1.7	3.1	2.4
7+ persons	1.9	0.2	1.7
Total	100.1	100.1	100.1

*Index of Dissimilarity: EAS 1985 with EAS 1983, 3.5
Index of Dissimilarity: EAS 1985 with EAS 1984, 7.8

*The index represents the proportion of households that would have to move to a different category to make the distributions identical. The index can vary from 0 to 100. Any index less than 10 indicates that the distributions are similar.

Source: O. Dudley Duncan and Beverly Duncan,
"Residential Distribution and Occupational Stratification."
American Journal of Sociology, 60(5):493, March 1955.

TABLE 4

Edmonton Age Distributions from the
1983 City of Edmonton Civic Census,
1983 and 1984 EAS Samples

Age Group	Civic 1983* %	1983 %	1984 %	1985 %
20-24	18.2	16.0	15.0	16.3
25-34	31.4	36.2	36.7	32.7
35-44	16.9	17.5	16.3	19.5
45-54	12.9	14.0	12.7	14.1
55-64	10.4	7.6	10.7	8.0
65+	10.2	8.6	8.6	9.3
TOTAL	100.0	99.9	100.0	99.9

Index of Dissimilarity: EAS 1985 with 1983 Civic Census, 5.2
Index of Dissimilarity: EAS 1985 with EAS 1983, 3.5
Index of Dissimilarity: EAS 1985 with EAS 1984, 6.7

*Source: City of Edmonton, 1983 Civic Census Printout.

Because of the many replicated questions on the Edmonton Area Studies over the years, it is possible for interested researchers to do cross-study analysis. The PRL has available a program which will retrieve any variable from a particular year and organize a raw data set to suit the needs of the user.[1]

Those persons and organizations outside the Department of Sociology who are interested in submitting questions for the 1986 project on a time-sharing basis should contact the Director of the PRL before the end of October (1985).

EAS TIMETABLE

4th week October	- deadline for question submission
2nd week December	- pretest questionnaire finalized
1st week January	- pretest
3rd week January	- questionnaire finalized
1st week February	- interviewer training
February-March	- data collection
April-May	- coding, keypunching, data cleaning
June 30th	- data ready for analysis

---

[1]Contact Dr. N. Lalu, of the PRL, for further details.

APPENDIX

1985 EAS TOPICS

1. Demographic Characteristics of Population

2. Public Attitudes to Education

   a. assessment of educational system
   b. student differences
   c. personal contact
   d. attitudes

3. Attitudes to Causes of Unemployment

4. Dispute Resolution

5. Alcohol

   a. use
   b. community and mass media sponsorship
   c. effects

6. Crime

   a. safety
   b. victimization
   c. Young Offenders Act

7. Wife Abuse

   a. frequency
   b. awareness
   c. reporting

8. Nuclear Issues

   a. attitudes
   b. protection and survival

9. Other Current Issues

   a. video arcades
   b. television
   c. Alberta Heritage Savings Trust Fund
   d. lotteries

10. Social Distance

EDMONTON AREA SERIES

NO.

26. Deterring Physician Utilization: Medical Care User Fees in Canada.
Herbert C. Northcott and Earle L. Snider. May, 1983.

27. Public Attitudes Towards Unions: Some Canadian Evidence.
Harvey Krahn and Graham S. Lowe. May 1983.

28. Rural-Urban Origins and Fear of Crime: The Case for 'Rural Baggage'
Leslie W. Kennedy and Harvey Krahn. July 1983.

29. 1983 Edmonton Area Study Sampling Report
Clifford Kinzel. July 1983.

30. "Age-Related Expectations Concerning the Effect of Presence of Children on the Subjective Structure of Life Satisfaction"
Charlene Thacker, Raymond Currie and Leo Driedger. December 1983.

31. The Social-Psychological Impact of Unemployment in Edmonton
Harvey Krahn, Graham S. Lowe and Julian Tanner. March 1984.

32. Ethnicity in Edmonton: A Statistical Portrait.
G. Won Lee. April 1984

33. Edmonton Area Study Sampling Report 1984
Clifford Kinzel. July 1984.

34. Perceptions of Crime and Anomic Adaptations.
Vincent F. Sacco. October 1984.

35. Coping with Crime: A Replication for Women and Men.
Leslie W. Kennedy and Robert A. Silverman. October 1984.

36. Do Liberated Women Drive their Husbands to Drink? The Impact of Masculine Orientation, Status Inconsistency, and Family Life Satisfaction on Male Liquor Consumption.
W. Andrew Harrell. February 1985.

37. Resolving Community Disputes: Social Conflict and Social Control.
Leslie W. Kennedy. March 1985.

38. Bringing Men Back In: A Comparison of Husband/Wife Values Towards Male Roles.
John Hofley and Victor Thiessen. April 1985.

39. Husband's Involvement in Housework: The Effects of Relative Earning Power and Masculine Orientation.
W. Andrew Harrell. April 1985.

40. Effects of Social Change on Well-Being: Boom and Bust in a Western Canadian City.
Leslie W. Kennedy and Nim Mehra. April 1985.

* Out of Print